

Validating Locals' Belief Factors to Participate in Cultural Tourism Activities in the Southern Tanzania Tourist Circuit: Extended Theory of Planned Behavior.

Emmanuel Samwel Mtani

The Institute of Finance Management (IFM)

 <https://orcid.org/0009-0002-3725-1340>

emmanuel.mtani@ifm.ac.tz

Abstract

The purpose of this study is to internally validate the belief factors of residents' behavioral characteristics and establish the association between the belief variables and their corresponding TPB constructs in explaining residents' intention to engage in cultural tourism activities in the southern Tanzania tourist circuit. Quantitative information was gathered from 392 randomly chosen respondents from the Southern Tourist Circuit's Iringa, Mbeya, Njombe, and Ruvuma regions using the theoretical framework of TPB. Multivariate regression and the Pearson Correlation test were used to analyse the data in SPSS version 21 in order to validate the belief indicators. The findings show that nine Behavioral Beliefs (BB), four Normative Injunctive Beliefs (NIB), three Normative Descriptive Beliefs (NDB), and ten Control Beliefs (CB) meet the significance level ($p\text{-value} < 0.05$), variance inflation factor-VIF, (< 3.3), and correlation coefficients ranging between 0.3 and 0.7. The association results indicate all BB, NIB, NDB, and three CB variables are significance in explaining locals' attitude, subjective injunctive norms, subjective descriptive norms, and perceived behavioral control towards their intention to engage in cultural tourism activities. In order to forecast residents' intention to engage in cultural tourism activities, the results suggest that the belief variables are suitable for structural equation modelling as formative indicators of their respective TPB constructs. By offering theoretical methods to validate belief indicators that have been qualitatively examined under the TPB theoretical model and establishing the relationship between the constructs, the research adds knowledge to the body of literature on cultural tourism. The study identifies specific belief indicators of which policymakers could focus when creating behavioral intervention programs to intensify residents' intention to engage in cultural tourism activities.

Keywords: *Theory of Planned Behavior, Salient Beliefs, Pearson correlation test, multivariate regression, cultural tourism.*

1. Introduction

Cultural tourism is defined by the United Nations World Tourism Organization as a type of tourism activity where the primary goal of the visitor is to learn about, explore, experience, and consume the physical and intangible cultural attractions or goods of a travel destination (UNWTO, 2018). Art and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries, and the living cultures with their lifestyles, value systems, beliefs, and traditions are all examples of "a set of distinctive material, intellectual, spiritual,

and emotional features of a society" that these products may be related to cultural tourism (UNWTO, 2018, p.18). Cultural tourism in sub-Saharan Africa gives locals a direct way to profit from tourism and helps to improve their quality of life (Mbowe et al., 2021; Mgonja et al., 2015; Salazar, 2006; Quan-Baffour, 2020). Products associated to cultural tourism are praised in the present tourism business as one way to improve the socioeconomic and living conditions of the people who live in a country (Richards, 2018; Mbowe et al., 2021; Moscardo, 2011; Quan-Baffour, 2020; Stylidis 2018; UNWTO, 2018).

According to studies conducted in sub-Saharan Africa (for example, Mbaiwa & Siphambe, 2023; Melubo, 2023; Stone et al., 2023), African cultural heritages are richly diverse. Sustainable cultural tourism initiatives have encountered socio-economic, legal, and political challenges, which have been highlighted by scholars such as Bayno & Jani (2016); Bushozi (2014); Giampiccoli & Mtapuri (2020); Johansson (2019); Lwoga (2016); Mbaiwa (2017); Mgonja et al. (2015); Moyo & Tichaawa (2017); and Salazar (2012). In addition, a few studies have used the Theory of Planned Behavior to investigate and record the psychological characteristics of locals and how these characteristics connect to their involvement in supporting cultural tourism businesses (Lwoga, 2016; Mtani et al., 2023). Furthermore, there are currently no studies in the cultural tourism literature that have examined locals' perceptions of cultural tourism and have illustrated the quantitative theoretical methods for confirming the belief variables for structural equation modelling analysis.

Therefore, this study aims to achieve twofold objectives: first is to fill the theoretical vacuum by presenting how the elicited salient beliefs based on an exploratory study carried out in Kalenga and Matamba, the cultural tourism sites in the southern Tanzania tourist circuit (Mtani et al., 2023), can be internally validated for SEM analysis. And, second, to establish the association between each of the belief variables—Behavioral Beliefs (BB), Normative Injunctive Beliefs (NIB), Normative Descriptive Beliefs (NDB), and Control Beliefs (CB)—and their corresponding TPB constructs—attitude, subjective injunctive norm, subjective descriptive norm, and perceived behavioral control—in predicting residents' intention to engage in cultural tourism activities.

2. Literature Review

According to the Theory of Planned Behavior (TPB), people's intentions tend to affect their actual behavior. These intentions are guided by perceived behavioral control, attitude, subjective injunctive norms, and subjective descriptive norms (de Leeuw et al., 2015; Uhing et al., 2026). These intentions are administered by embedded Behavioral Beliefs (BB), Normative Injunctive Beliefs (NIB), Normative Descriptive Beliefs (NDB), and Control Beliefs (CB) that are formed in respondents' minds (Ajzen, 1991; de Leeuw et al., 2015; Uhing et al., 2026; Sniehotta et al., 2014). Based on this assumption, the TPB places a strong emphasis on researching people's beliefs before looking at the associated constructs related to their intentions or behaviors (Ajzen, 1991; Sutton et al., 2003). As a result, the TPB offers methods for asking people about their intentions and behaviors (Sutton et al., 2003). This relationship is depicted in Figure 1.

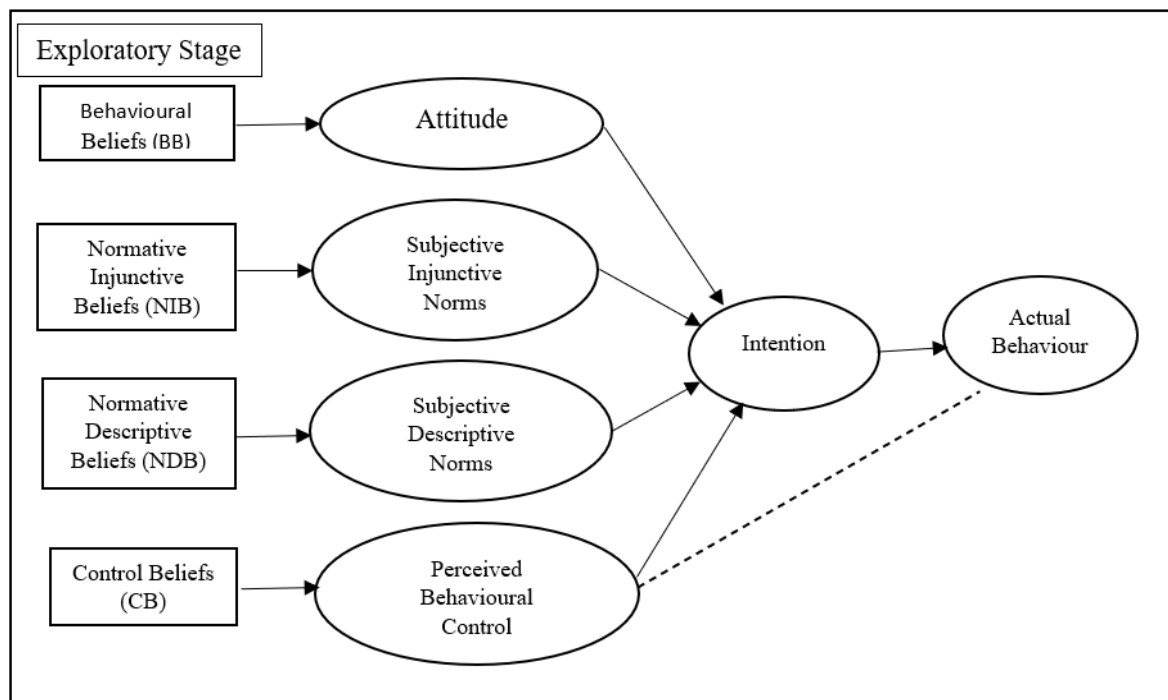


Figure 1: Beliefs Exploration in TPB. Source: De Leeuw et al., 2015

According to the study's context, residents' perceived views of the advantages and disadvantages that they would have experienced if they had participated in a particular cultural tourism activity in their community are linked to Behavioral Beliefs (BB) (Ajzen, 1991; Balu et al., 2017; Hosen et al., 2021; Mtani et al., 2023). According to de Leeuw et al. (2015), Kallgren et al. (2000), and Mtani et al. (2023), Normative Injunctive Beliefs (NIB) are residents' perceived opinions about their significant referrers, who may encourage, discourage, approve, or disapprove of the locals' participation in a particular cultural tourism activity in their residential area. Locals' perceptions of who would be willing to work with the residents to regularly operate a particular cultural tourism activity in their village are reflected in the Normative Descriptive Beliefs (NDB) (de Leeuw et al., 2015; Kallgren et al., 2000; Mtani et al., 2023). Control Beliefs (CB) are people's perceptions of the availability of internal resources (such as self-efficacy in terms of money, skills, and time) and external resources (such as assistance from other parties and community cooperation) that can help the locals engage in a particular tourism activity in their villages (Ajzen & Madden, 1986; Balu et al., 2017; Han et al., 2010; Hosen et al., 2021).

To examine the beliefs, Ajzen and Schmidt (2020) suggest that a qualitative research approach is appropriate because it allows for close communication between the researcher and important informants during data collection and interpretation process. Therefore, it is recommended that a semi-structured interview be utilized to gather data, using open-ended questions that classify positive and negative characteristics of BB, NIB, NDB, and CB beliefs (Cooper et al., 2016; Francis et al., 2004; Mtani et al., 2023; Sutton et al., 2013). In order to uncover hidden or particular meanings that might represent respondents' salient beliefs, the gathered data must be analyzed inductively (Lauri & Kyngäs, 2005). This requires a number of contextualization procedures (Bengtsson, 2016; Erlingsson & Brysiewicz, 2017; Hosen et al., 2021). For additional analysis, the data's primary meanings must next be categorized, coded, and organized into pertinent themes (Ajzen, 1991; Balu et al., 2017; Elo et al., 2008; Mtani et al., 2023).

The TPB assumes that every group of key informants under study is exposed to various socioeconomic contexts; as a result, belief results should change (Ajzen, 1991; Sutton et al., 2003). As such, it is strongly advised against replicating ideas that have been researched in one context to another (Ajzen, 1991; Balu et al., 2017; Mtani et al., 2023). Accordingly, a number of studies from various contexts have investigated residents' beliefs regarding their intention to migrate (Balu et al., 2017), their intention to share knowledge through publications (Hosen et al., 2021), their pro-environmental behaviors (de Leeuw et al., 2015), their intention to return to their destination (Mavragani & Lymperopoulos, 2014), their intention to create cultural tourism destinations (Mtani et al., 2023), their choice of school commute transportation (Bertazzo et al., 2020), their critical reading (Anuar et al., 2020), and their health behaviors (Malcolm et al., 2021).

3. Methodology

Thirty (30) key informants (female = 16, 53% and male = 14, 47%) who had either directly or indirectly participated in cultural tourism activities were specifically chosen from the villages of Kalenga and Matamba in the Iringa and Njombe regions, respectively, for an exploratory study that was carried out from June to July 2021. Residents' opinions on BB, NIB, NDB, and CB were elicited using ten open-ended questions that were modified from previous research (Cooper et al., 2016; Francis et al., 2004; Sutton et al., 2013). Prior to the interview, the researcher spent almost fifteen days engaging with the locals to learn about their customs and the role they play in cultural tourism (Knoblauch, 2005; Mtani et al., 2023). To make sure that each respondent could readily deliver their answers without being influenced by others, a face-to-face interview was done one-on-one (Bernard, 2005; Francis et al., 2004). To make sure that participant responses were trustworthy for additional research and findings, a participant validation technique was employed (Slettebø, 2020). Inductive analysis was used to create themes, codes, and categories from the gathered data (Lauri & Kyngäs, 2005; Ajzen, 1991; Balu et al., 2017; Elo et al., 2008). To validate the beliefs that the majority of key informants regularly expressed, a descriptive analysis was conducted (Sutton et al., 2003).

The researcher adhered to the recommendation to select descriptors that were deemed significant by 20% of the key informants (Ajzen & Fishbein, 1980; Mtani et al., 2023). To be clear, if a belief descriptor in each theme was mentioned by at least six respondents, it is assumed that the locals already hold this belief, given the sample size (30) and study context. If this belief is strengthened, it is likely to result in a stronger behavioral construct (Francis et al., 2004; Sutton et al., 2003). As such, the belief should be retained and considered important for further analysis. Therefore, for SEM analysis, nine BB, four NIB, three NDB, and ten CB were deemed salient beliefs. In light of the findings, a questionnaire was meticulously crafted to gather quantitative data from a sizable population in order to accurately reflect the southern tourism circuit (Kline, 2021). The selected prominent beliefs and the corresponding measurement items used to gather quantitative data from locals in the southern Tanzania tourist circuit are shown in Table 1.

Table 1: Key Beliefs and the Measurement Items that Correspond with them

Salient Beliefs Elicited	Beliefs Being Operationalized into Measuring Items
There are nine behavioral beliefs (BB) that affect the attitude of the residents.	
Selling local foods and products	Participating in cultural tourism activities in the near future will offer me the opportunity to sell locally made foods and products.
Improvement of social services	Participating in cultural tourism activities in the near future will lead to improvement of social services.
Improvement of infrastructure	Participating in cultural tourism activities in the near future will lead to improvement of infrastructure.
Environment conservation	Participating in cultural tourism activities in the near future will make me conserve my natural environment
Employment opportunity	Participating in cultural tourism activities in the near future will offer me employment opportunity.
Income generation	Participating in cultural tourism activities in the near future will generate my income.
Becoming a famous cultural tourism destination	Participating in cultural tourism activities in the near future will make my village famous.
Proud in sharing my cultural heritage	Participating in cultural tourism activities in the near future will make me proud to share my cultural heritage.
A way to honour my cultural heritage	Participating in cultural tourism activities in the near future will allow me to honour my cultural heritage.
Four Normative Injunctive Beliefs (NIB) that influence residents' Social Injunctive Norms	
Parents	My parents would think that I should engage in cultural tourism activities in the near future.
Local government leaders	My local government leaders would think that I should engage in cultural tourism activities in the near future.
Cultural tourism entrepreneurs	Cultural tourism entrepreneurs would think that I should engage in cultural tourism activities in the near future.
Neighbours/Friends	My neighbours/friends would think that I should engage in cultural tourism activities in the near future.
Three Normative Descriptive Beliefs (NDB) that influence residents' Social Descriptive Norms	
Parents	My parents would be engaging with me in cultural tourism activities at regular basis in my village.
Cultural tourism entrepreneurs	The entrepreneurs in cultural tourism would be engaging with me in cultural tourism activities at regular basis in my village.
Grandparents	My grandparents would be engaging with me in cultural tourism at regular basis in my village.
Ten Control Beliefs (CB) that influence residents' Perceived Behavioural Control	
Skilful in making cultural products	Skills in making cultural products will enable me to participate in cultural tourism activities in the near future.
Sufficient customs and traditions knowledge	Sufficient knowledge about local customs and traditions will enable me to participate in cultural tourism activities in the near future.
Sufficient knowledge of local history	Sufficient knowledge about local history will enable me to participate in cultural tourism activities in the near future
Skilful in cooking traditional foods	Skills in cooking traditional foods will enable me to participate in cultural tourism activities in the near future.
Able to run cultural tourism activities	Ability to run cultural tourism activities will enable me to participate in cultural tourism activities in the near future.
English proficiency	Ability to converse in English language will enable me to participate in cultural tourism activities in the near future.
Local government is supportive	Getting collaborative support from local government will influence me to participate in cultural tourism activities in the near future.
Cultural tourism entrepreneurs are cooperative	Getting collaborative support from cultural tourism's entrepreneurs will influence me to participate in cultural tourism activities in the near future.

Continues next page

NGOs are supportive	Getting collaborative support from non-government organizations will influence me to participate in cultural tourism activities in the near future.
Local community is cooperative	Getting collaborative support from fellow local communities will influence me to participate in cultural tourism activities in the near future.

Two stages of data collection were used in the quantitative investigation. Sixty respondents (37, 61.7% females and 23, 38.3% males) were randomly chosen from four villages in Kalenga, Matamba, Matema, and Liuli to participate in a pilot study in the first phase. The study was carried out for two reasons. Tests of respondents' comprehension of the questionnaire's items were conducted first, followed by an Exploratory Factor Analysis (EFA) of the BB, NIB, NDB, and CB items. Test-retest data was collected from the same respondents at four-week intervals to assess their ability to comprehend the questionnaire items (Snyder et al., 1996). All belief items under BB, NIB, NDB, and CB were evaluated for reliability (Fishbein & Ajzen, 2010; Francis et al., 2004). All belief questions were measured using a continuous scale with a seven-point level (very unlikely (1) to extremely likely (7)) (Vagias, 2006). The reliability of the two questionnaire items answered by the same chosen sample over a four-week period was determined using Pearson correlation (r). According to the results, the Pearson correlation (r) reliability loaded between 0.715 to 0.904, which is suitable for upholding the structural model's beliefs (Kline, 2011).

To determine the underlying dimensions of the items under BB, NIB, NDB, and CB, an EFA analysis was conducted (Straub, 1989). Varimax rotation was used as an orthogonal factor rotation technique to make the factor analysis more understandable (Anuar et al., 2020; Hair et al., 2014), and principal component analysis was used to identify the bare minimum of factors that could be described by all belief items (Anuar et al., 2020). The findings showed that all belief constructions had KMO values of 0.75, above the cut-off value of 0.6. Likewise, the Bartlett's test of sphericity was significant at $p < 0.001$ for all belief constructs (Hair et al., 2014; Yong & Pearce, 2013). Furthermore, four factors out of 26 items had a variance explanation of 60.06%, which is reasonable considering that the belief items are new scales and not unidimensional (Hair et al., 2010). Accordingly, all belief items may be kept for SEM analysis since the EFA results suggest that they adequately described the BB, NIB, NDB, and CB constructs.

The TPB constructs—attitude, subjective injunctive norms, subjective descriptive norms, and perceived behavioral control—were examined in conjunction with the BB, NIB, NDB, and CB items during the second round of data collection (Francis et al., 2004; Sutton et al., 2013). A random sample of 385 respondents was drawn from the southern tourism circuit's population distribution (National Bureau of Statistics, 2022) (Cochran, 1963, as quoted in Ajay & Micah, 2014). A total of 425 questionnaires were distributed to sampled respondents in order to account for sampling and non-sampling errors during data collection. This was done by increasing the number of questionnaires distributed by 10% in each of the four regions under study (Iringa, Mbeya, Njombe, and Ruvuma) (Neuman, 2005 as cited in Saunders et al., 2009). In order to guarantee a high response rate in comparison to other methods like mail surveys or online surveys, a drop-off or pick-up data collecting approach was employed to deliver the questionnaire survey in person to a specified sampled individual in a household (Steele et al., 2001). The gathering of quantitative data took place over the course of three months, from January to March 2022. Thirteen surveys (3.2%) were rejected because a significant portion of more than 10% of the questions were not filled out, and twenty questionnaires (4.7%) were not returned (Stavseth et al., 2019).

Therefore, 392 (96.8%) usable questionnaires (female = 208, 53.1% and male = 184, 46.9%) could be analyzed, which was still more than the intended sample size.

4. Validating the Salient Beliefs for SEM Analysis

When salient beliefs are measured alongside their corresponding latent constructs—attitude, subjective injunctive norms, subjective descriptive norms, and perceived behavioral control—they are referred to as formative indicators in SEM analysis (Hair et al., 2010). It is reasonable to assume that the beliefs have an impact on their respective latent constructs (de Leeuw et al., 2015; Fishbein & Ajzen, 2010). However, the formative indicators are multidimensional (Hair et al., 2010), in contrast to the reflective indicators, which are seen as conveying the properties of a latent variable and are therefore unidimensional (Diamantopoulous & Siguaw, 2006; Kline, 2011). This means they may have come from many fields that don't necessarily have the same fundamental meaning (Kline, 2011; Posey et al., 2014). Because formative indicators are prone to elicit diverse responses (positive or negative) from the same respondents, they lack internal consistency when assessing the same latent variable (Diamantopoulous & Siguaw, 2006). Consequently, it is not advised to use Confirmatory Factor Analysis (CFA) to analyse the internal validity of formative indicators (Diamantopoulous & Siguaw, 2006; Jarvis, et al., 2003). Rather, researchers have suggested employing two analysis techniques to verify their internal validity: Pearson Correlation Analysis and Multivariate Regression (Cenfetelli & Bassellier, 2009; Diamantopoulous & Winklhofer, 2001).

Consequently, in the first technique, the nine belief components (BB1-BB9) were regressed onto their corresponding latent construct-attitude. To evaluate multicollinearity among the indicators, a Variance Inflation Factor (VIF) analysis was also incorporated (refer to Table 2). In the second analysis approach, the Pearson correlation test was used to examine all belief descriptors (BB1 to BB9), as they appear in Table 3.

Table 2: Behavior-Based Beliefs vs Attitude Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta	t		Tolerance	VIF
(Constant)	.080	.159		.503	.615		
BB1	.024	.036	.027	.661	.509	.497	2.013
BB2	.079	.035	.091	2.275	.023**	.525	1.904
BB3	.160	.039	.168	4.057	.000*	.492	2.031
BB4	.130	.034	.155	3.819	.000*	.515	1.942
BB5	.178	.035	.210	5.128	.000*	.505	1.981
BB6	.110	.036	.125	3.035	.003*	.501	1.997
BB7	.106	.034	.111	3.113	.002*	.666	1.501
BB8	.073	.036	.087	2.012	.045**	.450	2.222
BB9	.100	.035	.112	2.880	.004*	.560	1.785

Note: *significant at 1%; ** significant at 5%

Table 3: Behavioral Belief Indicators and Pearson Correlation Results

	BB1	BB2	BB3	BB4	BB5	BB6	BB7	BB8	BB9
BB1	1								
BB2	0.502	1							
BB3	0.531	0.489	1						
BB4	0.545	0.508	0.499	1					
BB5	0.545	0.509	0.592	0.490	1				
BB6	0.540	0.543	0.591	0.518	0.509	1			
BB7	0.421	0.425	0.431	0.420	0.465	0.358	1		
BB8	0.591	0.606	0.548	0.587	0.531	0.544	0.449	1	
BB9	0.537	0.472	0.489	0.519	0.524	0.516	0.417	0.458	1

The internal validity of the normative injunctive beliefs was also examined by regressing four descriptors (NIB1 through NIB4) onto their latent construct, Subjective Injunctive Norms. Multicollinearity between the indices was assessed using a variance inflation factor (VIF) (refer to Table 4). Additionally, the four descriptors (NIB1 to NIB4) were analyzed using the Pearson correlation coefficient (see Table 5).

Table 4: Normative Injunctive Beliefs Against Subjective Injunctive Norms Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	Beta	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.130	.151		.858	.392		
1 NIB1	.226	.030	.251	7.584	.000*	.709	1.410
NIB2	.345	.032	.386	10.869	.000*	.619	1.614
NIB3	.192	.028	.228	6.942	.000*	.723	1.384
NIB4	.210	.031	.224	6.764	.000*	.709	1.411

Note: *significant at 1%; ** significant at 5%

Table 5: Injunctive Belief Indicators and Pearson Correlation Results

	NIB1	NIB2	NIB3	NIB4
NIB1	1			
NIB2	0.457	1		
NIB3	0.429	0.465	1	
NIB4	0.385	0.503	0.348	1

Three descriptors (NDB1 through NDB3) were regressed against their latent Subjective Descriptive Norms construct in order to analyze the internal validity of the normative descriptive beliefs. Table 6 displays the multicollinearity analysis between the descriptors as determined by the VIF value. Likewise, Table 7 displays the results of the Pearson correlation coefficient scores.

Table 6: Normative Descriptive Beliefs Against Subjective Descriptive Norms Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.130	.186		6.071	.000		
1 NDB1	.195	.049	.212	4.011	.000*	.553	1.807
NDB2	.266	.046	.282	5.834	.000*	.663	1.508
NDB3	.262	.047	.272	5.557	.000*	.647	1.546

Note: *significant at 1%; ** significant at 5%

Table 7: Normative Descriptive Belief Indicators and Pearson Correlation Results

	NDB1a	NDB2b	NDB3c
NDB1	1		
NDB2	0.561	1	
NDB3	0.576	0.445	1

Similar analysis was done on control beliefs' internal validity. In the first analysis, ten belief indicators (CB1–CB10) were regressed against their latent construct, and perceived behavioral control. Accordingly, Table 8 displays the evaluation of multicollinearity between the descriptors. All of the belief descriptors, CB1 through CB10, were subjected to the Pearson correlation test in the second analysis (see Table 9).

Table 8: Control Belief Regression Results Against Perceived Behavior Control

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.989	.203		9.805	.000		
CB1	.122	.044	.170	2.785	.006*	.510	1.959
CB2	.018	.045	.023	.392	.695	.547	1.827
CB3	.125	.040	.168	3.112	.002*	.652	1.534
CB4	.067	.044	.089	1.522	.129	.560	1.785
1 CB5	.066	.053	.086	1.239	.216	.395	2.532
CB6	.015	.049	.019	.306	.760	.502	1.992
CB7	-.046	.043	-.061	-1.065	.288	.587	1.702
CB8	.026	.045	.033	.565	.573	.545	1.835
CB9	.023	.046	.030	.508	.611	.534	1.874
CB10	.116	.039	.151	2.993	.003*	.746	1.341

Note: *significant at 1%; ** significant at 5%

Table 9: Control Belief Indicators and Pearson Correlation Results

	CB1	CB2	CB3	CB4	CB5	CB6	CB7	CB8	CB9	CB10
CB1	1									
CB2	0.483	1								
CB3	0.459	0.449	1							
CB4	0.530	0.502	0.407	1						
CB5	0.550	0.514	0.479	0.530	1					
CB6	0.445	0.399	0.373	0.456	0.672	1				
CB7	0.507	0.502	0.428	0.456	0.523	0.382	1			
CB8	0.547	0.513	0.437	0.517	0.482	0.437	0.476	1		
CB9	0.540	0.530	0.449	0.468	0.555	0.480	0.471	0.507	1	
CB10	0.379	0.368	0.333	0.369	0.341	0.389	0.318	0.376	0.350	1

5. Findings and Discussion

According to the TPB, respondents collected behavioural beliefs which may be accessed from their minds are the source of their attitude (Ajzen, 1991; Sutton et al., 2003). The findings in Table 2 demonstrate that, at a p-value <0.05, the belief descriptors BB2 and BB8; BB6, BB7, and BB9; BB3, BB4, and BB5 have a substantial impact on the Attitude construct. Additionally, the findings show that all nine of the Attitude belief descriptors have a VIF value below 3.3, which is advised by the covariance-based structural equation modelling (Knock & Lynn, 2012). This implies that the belief descriptors do not exhibit multicollinearity. All nine belief descriptors show correlation coefficients between 0.606 and 0.385 in the Pearson correlation test (see Table 3). If an item's correlation coefficient falls between 0.3 and 0.7, it is said to have

a low to moderate correlation (Hinkle et al., 2003). All of the belief indicators in the Attitude construct exhibit internal validity, as demonstrated by the two analysis techniques, and can therefore be kept in the structural model for more study.

According to the two analyses, locals significantly link cultural tourism to better social services like schools, health facilities, clean water, and infrastructure like roads. Additionally, the locals believe that cultural tourism helps to preserve their ecosystem for ceremonial purposes and to obtain other forest products. Corresponding results has also been observed that the locals perceived that cultural tourism in their communities creates job opportunities and ultimately generates revenue (Chen & Raab, 2009). Other studies like Chen and Chen (2010) and Eusébio et al. (2018) found that affective domains frequently have an impact on people's attitudes. Similar to Yen and Kerstetter's (2009) findings, the current results demonstrate that locals have a strong affective assessment of cultural tourism because they believe that their villages will become well-known cultural tourism destinations once they engage in cultural tourism activities. Consequently, the locals would be proud to share their cultural heritage with visitors. More significantly, the locals think that one way to honour their cultural heritage is to participate in cultural tourist events. Selling tourists locally produced goods and cuisine, however, does not appear to change locals' opinions about cultural tourism. This might have something to do with the fact that locals have long sold tourists goods manufactured in their culture. Their aspirations to gain from cultural tourism may therefore be more in line with other expected benefits that have not yet materialized in their villages.

Research has shown that normative descriptive beliefs and normative injunctive beliefs are the two belief components that lead to social norms (de Leeuw et al., 2015; Kallgren et al., 2000; Mtani et al., 2023). According to Table 4, there is a substantial correlation ($p < 0.05$) between each of the four descriptors (NIB1–NIB4) and corresponding TPB construct, the Subjective Injunctive Norm. Furthermore, as the VIF score is below the 3.3 threshold level, there is no multicollinearity across the indicators (Knock & Lynn, 2012). Table 5's findings indicate that all descriptors have sufficient internal validity because their correlation coefficient values fall between 0.348 and 0.503, indicating low to moderate correlation (Hinkle et al., 2003). Table 6 further shows that all three descriptors (NDB1 through NDB3) have a substantial impact on their TPB construct-Subjective Descriptive Norm at $p < 0.05$.

Furthermore, there is no multicollinearity problem across the descriptors because the VIF score is below the 3.3 cut-off level (Knock & Lynn, 2012). With coefficient values ranging from 0.456 to 0.561, indicating a moderate correlation relationship, the results show that all three descriptors have met internal validity (Hinkle et al., 2003). As a result, every belief descriptor under social norms has satisfied internal validity requirements and is suitable for use in SEM analysis. Locals strongly believe that the opinions of influential referrers, including parents, local government officials, cultural tourism entrepreneurs, and neighbours or friends, may support their participation in cultural tourism activities in their villages, according to the findings of the two social norms components. In a similar vein, the three referrers—parents, cultural tourism entrepreneurs, and grandparents who the inhabitants view as behavioural role models might regularly participate in cultural tourism events with the locals. According to similar findings, respondents' social norms are typically influenced, primarily in a favourable way, by those who are valued by their communities (Balu et al., 2017; Bertazzo et al., 2020; de Leeuw et al., 2015; Hosen et al., 2021).

Perceived behavioural control is influenced by control beliefs, which reflect an individual's internal and external elements that can either support or hinder a behaviour (Ajzen, 1991). Only three descriptors (CB1, CB3, and CB10) out of ten have a significant impact on perceived behavioural control at the $p < 0.05$ level, according to the results in Table 8.

Nevertheless, as the VIF values fall below the 3.3 cut-off level, the multicollinearity test demonstrates a satisfactory internal validity of all indicators (Knock & Lynn, 2012). According to Table 9's data, the descriptors' correlation coefficients fall between 0.318 and 0.672. The findings imply that all belief indicators have satisfied the internal validity requirements when compared to the VIF values in the initial analysis. For the structural model analysis, all of the components can therefore be kept. The findings suggest that residents have self-assurance on perceived behavioural control to participate in cultural tourism activities because they believe they are skilled at creating cultural products, have enough knowledge of the local history, and are confident in getting support (cooperation) from other community members.

However, the non-significant relationship between CB2, CB4, CB5 and CB6 suggests that the locals are not confident in their knowledge about local customs, skills in cooking traditional food, inability to converse in English language and inability to run cultural tourism activities. Such results could be attributed to various factors; first, a disconnect in the transfer of traditional knowledge, customs, and skills between the elderly and youth population—who account for about 70% of the studied respondents—limits locals' ability to engage in cultural tourism activities. Second, the low level of rural population's education is manifested in their lack of command in English language to converse with tourists. And, third, limited financial ability and lack of awareness of cultural tourism enterprises hinder the locals to have strong perceived behavioural control towards cultural tourism activities.

Furthermore, the locals' perceived behavioural control is not in line with the outside assistance that is probably going to be given by local government officials (CB7), collaboration from cultural tourist business owners (CB8), and assistance from non-governmental organizations (CB9). The results highlight that the local communities of the southern Tanzania tourist circuit are skeptical about the support offered by three most important partners in cultural tourism development; local government leaders, cultural tourism entrepreneurs, and non-government organizations. A similar study by Malcolm et al. (2021) has also observed such conflicting outcomes when respondents perceive lack of support from external collaborative partners. In this study, only one of the ten control beliefs that were elicited "availability of transportation" was found to be independently linked with perceived behavioral control in their regression analysis. Nevertheless, the highlighted non-significance control belief variables should draw the attention of policymakers, cultural tourism stewards and other key partners on behavioral intervention programs.

6. Conclusion

This study has demonstrated that the elicited salient beliefs explored through the Theory of Planned behavior can be internally validated for Structural Equation Modelling (SEM) analysis. Based on an exploratory study carried out in Kalenga and Matamba, the cultural tourism sites in the southern Tanzania tourist circuit, the study used Multivariate regression and Pearson correlation tests (r) to validate the formative indicators of the belief variables; Behavioral Beliefs (BB), Normative Injunctive Beliefs (NIB), Normative Descriptive Beliefs (NDB), and Control Beliefs (CB) against their corresponding TPB-reflective constructs; Attitude, Subjective Injunctive Norms, Subjective Descriptive Norms, and Perceived Behavioral Control. Overall, the findings have shown that every concept examined quantitatively may be operationalized numerically and further examined to gauge its impact on determining the behavioral intention of locals in the context of cultural tourism research. After analyzing the internal validity of the salient beliefs explored through TBP and establishing that the beliefs (formative indicators) have reached their threshold values as advised and that other tests like VIF and Pearson correlation tests are examined in addition to positive significant regression results, Ajzen (1991) suggests that all-elicited belief descriptors should be included

in a vigorous SEM analysis to examine their impact in predicting intention or actual behaviors. Despite the fact that the study's findings are unique to the southern tourist circuit and have limited generalizability, the theoretical framework for validating beliefs elicited through the Theory of Planned Behavior is useful and can be adopted in similar research contexts elsewhere.

The study has also established the association between each of the belief variables Behavioral Beliefs (BB), Normative Injunctive Beliefs (NIB), Normative Descriptive Beliefs (NDB), and Control Beliefs (CB) and their corresponding TPB constructs attitude, subjective injunctive norm, subjective descriptive norm, and perceived behavioral control in predicting southern tourist circuit residents' intention to engage in cultural tourism activities as part of the validation process. Accordingly, the study has shown that "improving social services and infrastructure, environmental preservation, job opportunities, and revenue generation are perceived benefits that are likely to affect residents' attitude positively. In a similar vein, residents' views toward cultural tourism activities are largely influenced by emotive domains like becoming well-known cultural tourism destinations, feeling happy to share one's cultural heritage with tourists, and honoring one's cultural heritage. Moreover, the study has shown how important social norms are in encouraging locals to engage in cultural tourism. Residents' intentions toward cultural tourism activities can be changed by the recognized referrers, which include parents, grandparents, neighbors or friends, local government representatives, and cultural tourism businesses. Also, the self-efficacy of the locals, such as their ability to create cultural products and their adequate understanding of the local history, gives them the confidence to engage in cultural tourism activities. Still, the study has indicated that locals feel confident enough to participate in cultural tourism activities when they know that they would receive cooperation and support from their fellow community members.

This study has made prominent the descriptors of each belief variable available to policymakers and cultural tourism practitioners, who can use them to create practical, targeted behavioral intervention programs specific for the communities living along the southern tourist circuit to amplify their behavioral intention to partake in cultural tourism activities.

References

- Ajay, S., & Micah, B. (2014). Sampling Techniques & Determination of Sample Size in Applied Statistics Research. *An Overview*, II (11), 1–22.
- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioural control. *Journal of Experimental Social Psychology*, 22(5), 453–474 from [https://doi.org/10.1016/0022-1031\(86\)90045-4](https://doi.org/10.1016/0022-1031(86)90045-4).
- Ajzen I., & Fishbein M. (1980). *Understanding attitudes and predicting social behaviour: Attitudes, intentions, and perceived behavioural control*. Prentice Hall.
- Ajzen, I. & Schmidt, P. (2020). *Changing Behaviour Using the Theory of Planned Behavior*. Cambridge University Press: New York, USA.
- Anuar, N., Muhammad, A.M., & Awang, Z. (2020). An Exploratory Factor Analysis of Elicited Students' Salient Beliefs Toward Critical Reading. *International Journal of Modern Languages and Applied Linguistics*, 4(4), 101-114 from <https://doi.org/10.24191/ijmal.v4i4.11288>.
- Balu, R., Chong, Y.L., & Cheng, M.Y. (2017). Eliciting Salient Beliefs of Engineers in Malaysia on Migrating Abroad. *Migration Letters*, 14(2), 221-236. <http://doi.org/10.33182/ml.v14i2.328>.

- Bayno, P.M., & Jani, D. (2016). Residents' attitudes on the contribution of cultural tourism in Tanzania. *Journal of Tourism and Cultural Change*, 16(1), 41-56 from <http://dx.doi.org/10.1080/14766825.2016.1211663>.
- Bernard, H. (2005). *Research methods in anthropology: Qualitative and quantitative approaches* (4th ed.). AltaMira Press.
- Bertazzo, A.B., Jacques, M.A.P., & Neto, I.L. (2020). Beliefs underlying model choice in school trips: A case study in Brazil. *Transport Research Part F*, 69, 187-205.
- Bengtsson, M. (2016). How to Plan and Perform a Qualitative Study Using Content Analysis. *Nursing Plus Open*, 2, 8-14. <https://doi.org/10.1016/j.npls.2016.01.001>.
- Bushozi, M.P., (2014). Towards Sustainable Cultural Heritage Management in Tanzania: A Case Study of Kalenga and Mlambalasi Sites in Iringa, Southern Tanzania. *The South African Archaeological Bulletin*. 69 (200), 136-141.
- Cenfetelli, R. T., & Bassellier, G. (2009). Interpretation of formative measurement in information systems research. *MIS Quarterly* 33(4), 689-707.
- Cooper, G., Barkatsas, T., & Strathdee, R. (2016). The Theory of Planned Behaviour (TPB) in Educational Research Using Structural Equation Modelling. In T. Barkatsas & A. Betram (Eds.), *Global Learning in the 21st Century*, 139-162.
- Chen, C.F., & Chen, P.C. (2010). Resident attitudes toward heritage tourism development. *Tourism Geographies*, 12(4), 525–545.
- Chen, S. C., & Raab, C. (2009, July 21). *Measuring Resident Reactions to Community Tourism Development: A Pilot Study of a New Conceptual Framework*. International CHRIE Conference-Refereed. Massachusetts Amherst from <https://scholarworks.umass.edu/refereed/Sessions/Friday/21>.
- De Leeuw, A., Valois, P., Ajzen, I., & Schmidt, P. (2015). Using the theory of planned behaviour to identify key beliefs underlying pro-environmental behaviour in high-school students. *Journal of Environmental Psychology*; 42, 128-138.
- Diamantopoulos, A., & Winklhofer, H. M. (2001). Index construction with formative indicators: An alternative to scale development. *Journal of Marketing Research*, 38, 269- 277.
- Diamantopoulos, A., & Siguaw, J. A. (2006). Formative versus reflective indicators in Organizational measure development: A comparison and empirical illustration. *British Journal of Management*, 17, 263-282.
- Eusébio, C., Vieira, A.L., & Lima, S. (2018). Place attachment, host–tourist interactions, and residents' attitudes towards tourism development: the case of Boa Vista Island in Cape Verde, *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2018.1425695.
- Elo S., Kyngäs, S. & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing* 62(1), 107–115. <https://doi.org/10.1111/j.1365-2648.2007.04569.x>.
- Erlingsson, C., & Brysiewicz, P. (2017). A hands-on guide to doing content analysis. *African Journal of Emergency Medicine*, 7(3), 93–99. <https://doi.org/10.1016/j.afjem.2017.08.001>.
- Fishbein, M.A., & Ajzen, I. (2010). *Predicting and changing behaviour: The reasoned action approach*. Psychology Press. <https://doi.org/10.4324/9780203838020>.
- Francis, J., Eccles, M. P., Johnston, M., Walker, A. E., Grimshaw, J. M., Foy, R., Kaner, E. F. S., Smith, L., & Bonetti, D. (2004). *Constructing questionnaires based on the theory of planned behaviour: A manual for health services researchers*. Newcastle. Centre for Health Services Research, University of Newcastle upon Tyne.
- Giampiccoli, A., & Mtapuri, O. (2020). Towards a coalescence of the community-based tourism and 'Albergo Diffuso' tourism models for sustainable local economic development. *African Journal of Hospitality, Tourism and Leisure*, 9(1), 1-20.
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*, (7th ed). New Jersey: Pearson Prentice Hall.

- Hair, J. F., Gabriel, M., & Patel, V. (2014). AMOS covariance-based structural equation Modeling (CB-SEM): Guidelines on its application as a marketing research tool. *Brazilian Journal of Marketing*, 13(2), 44–55
<https://doi.org/10.5585/remark.v13i2.2718>.
- Han, H., Hsu, L., & Sheu, C. (2010). Application of the Theory of Planned Behaviour to green hotel choices: Testing the effect of Environmental Friendly activities, *Tourism Management*, 31, 325-334.
- Hinkle, D.E., Wiersma, W., & Jurs, S.G. (2003). *Applied Statistics for Behavioural Sciences* (5th ed). MA Houghton Mifflin Company.
- Hosen, M., Chong, Y.L., & Lau, L.S. (2021). The role of salient beliefs Influence on Malaysian academics' Intention to Publish in Indexed Journals. *Malaysian Journal of Library & Information Science*, 26(1), 63-81.
- Jarvis, C.B., MacKenzie, S.B., & Podsakoff, P.M. (2003). A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research, *Journal of Consumer Research*, 30(2), 199-218.
<https://doi.org/10.1086/376806>.
- Johansson, E. (2019). Hope, Chief and Mamas Development of Cultural Tourism in Iringa, Tanzania. Master's Dissertation. Lund University. Sweden.
- Kallgren, C.A., Reno, R.R., & Cialdini, R.B. (2000). A Focus Theory of Normative Conduct: When Norms Do and Do not Affect Behaviour. *Personality and Social Psychology Bulletin*, 26, 1002-1012.
- Knock, N., & Lynn, G. (2012). Lateral Collinearity and Misleading Results in Variance-Based SEM: An Illustration and Recommendations. *Journal of the Association for Information Systems*, 13(2), 546-580.
- Knoblauch, H. (2005). Focused Ethnography. *Forum: Qualitative Social Research*, 6 (3)
<http://nbnresolving.de/urn:nbn:de:0114-fqs0503440>.
- Kline, R.B. (2011). Principles and practice of structural equation modelling. New York: The Guilford Press.
- Lauri S., & Kyngäs H. (2005). *Developing Nursing Theories (Finnish: Hoitotieteen Teorian Kehittäminen)*. Vantaa.
- Lwoga, N. (2016). Factors influencing local residents' intentions to conserve the built heritage in Tanzania, *Journal of Heritage Tourism*, 12 (4), 394–409 DOI: 10.1080/1743873X.2016.1213846.
- Malcolm, O., Nelson, A., Modeste, N.N., & Gavaza, P. (2021). Factor influencing implementation of personalized prevention plans among annual wellness visit patients using the theory of planned behaviour: A quantitative study. *Research in Social and Administrative Pharmacy*, 17(9), 1636-1644 from
<https://doi.org/10.1016/j.sapharm.2021.01.002>.
- Melubo, K. (2023). Indigenous Tourism in Africa. In Timothy, D.J (Eds). *Cultural Heritage and Tourism in Africa*. Taylor and Francis.
- Mavragani, E. & Lymperopoulos, C. (2014). Museum Visitor Intentions to Revisit and Recommend. *Journal of Regional & Social-Economic Issues*, 4 (3), 62-78.
- Moscardo, G. (2011). Exploring social representations of tourism planning: issues for governance. *Journal of Sustainable Tourism*, 19 (4-5), 423-436
<https://doi.org/10.1080/09669582.2011.558625>.
- Moyo, S., & Tichaawa, T.M. (2017). Community involvement and participation in tourism development: A Zimbabwe Study. *African Journal of Hospitality, Tourism and Leisure*, 6 (1), 1-15.

- Mbaiwa, J. E. (2017). Poverty or riches: who benefits from the booming tourism industry in Botswana? *Journal of Contemporary African Studies*, 35(1), 1-20 <https://doi.org/10.1080/02589001.2016.1270424>.
- Mbaiwa, J.E., & Siphambe, G.B. (2023). Rural Heritage and Tourism in Africa. In Timothy, D.J (Eds). *Cultural Heritage and Tourism in Africa*. Taylor and Francis.
- Mbowe, W.E., Ndunguru, E., & Gervas, J. (2021). Tourism Development in Northern Circuit of Tanzania and Its Contribution in Improving Local People's Livelihood, *Applied Economics and Finance*, 8 (4), 56-76. DOI: <https://doi.org/10.11114/aef.v8i4.5311>.
- Mgonja, T., Sirima, A., Backman, F., & Backman, S. (2015). Cultural community-based tourism in Tanzania: Lessons learned and way forward, *Development Southern Africa*, DOI: 10.1080/0376835X.2015.1010710.
- Mtani, E.S., Chong, Y-L. & Chin, K.S. (2023). Engaging the Local Communities in Developing Cultural Tourism Projects in the Southern Tanzania Tourist Circuit: An Exploratory Study. *African Journal of Hospitality, Tourism and Leisure*, 12(1), 208-225 <https://doi.org/10.46222/ajhtl.19770720.363>.
- National Bureau of Statistics. (2022). Population and Housing Census - Preliminary Report in Swahili Language. <https://www.nbs.go.tz>.
- Quan-Baffour, K.P. (2020). Cultural tourism and socio-economic regeneration of rural communities: the Apo festival of Bono Takyiman, Ghana. *African Identities*, 21(1), 134–149. <https://doi.org/10.1080/14725843.2020.1856644>.
- Richards, G. (2018). Cultural Tourism. A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36,12-21 <https://doi.org/10.1016/j.jhtm.2018.03.005>.
- Salazar, N.B. (2006). Touristifying Tanzania: Global discourse, local guides. *Annals of Tourism Research*, 33(3), 833–852.
- Salazar, N. (2012) Community-based cultural tourism: issues, threats and opportunities. *Journal of Sustainable Tourism*, 20,1:9-22 <https://www.academia.edu/1199221/Community>.
- Sutton, S., French, D.P., Hennings, S.J., Mitchell, J., Wareham, N.J., Griffin, S., Hardeman, W., & Kinmonth, L. (2003). Eliciting Salient Beliefs in Research on the Theory of Planned Behaviour: The Effect of Question Wording. *Current Psychology*, 22 (3), 234-25 <https://doi.org/10.1007/s12144-003-1019-1>.
- Sniehotta, F.F., Presseau, J., & Araujo-Soares, V. (2014). Time to retire the theory of planned behaviour. *Health Psychology Review*, 8(1), 1-7 <https://doi.org/10.1080/17437199.2013.869710>.
- Snyder, C.R., Sympton, S.C., Ybasco, F.C., Borders, T.F., Babyak, M.A., & Higgins, R.L. (1996). Development and Validation of the State Hope Scale. *Journal of Personality and Social Psychology*, 70(2), 321-335.
- Steele, J., Bourke, L., Luloff, A.E., Pei-Shan, L., Theodori, G., & Krannich, R. S. (2001). “The Drop-Off/Pick-Up Method for Household Survey Research.” *Journal of the Community Development Society* 32(2):238–50.
- Stone, M.T., Stone, L.S., Mogomotsi, G., & Mogomotsi, P. (2023). Intangible Heritage as a Cultural Asset for African Tourism. In Timothy, D.J. (Eds). *Cultural Heritage and Tourism in Africa*. Taylor & Francis.
- Slettebø, T. (2020). Participant Validation: Exploring a Contested Tool in Qualitative Research. *Qualitative Social Work*, 20 (5), 1-16.
- Straub, D. (1989). Validating instruments in MIS research. *MIS Quarterly*, 13(2), 147–169. <https://doi.org/10.2307/248922>.
- Stylianidis, D. (2018). Residents' place image: A cluster analysis and its links to place attachment and support for tourism. *Journal of Sustainable Tourism*, 26(6), 1007-1026 <https://doi.org/10.1080/09669582.2018.1435668>.

- Uhing, S., Smolarczyk, K., Mouratidis, M., & Kroner, S. (2026). Recreational making-related beliefs in adolescents: developing a comprehensive belief category system. *Education and Information Technologies*. <https://doi.org/10.1007/s10639-026-13969-3>.
- United Nations World Tourism Organisation [UNWTO]. (2018). *Report on tourism and culture synergies*. UNWTO.
- Vagias, W. M. (2006). Likert-type scale response anchors. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University.
- Yen, I.Y., & Kerstetter, D. (2009). Residents' Views of expected tourism impact, attitude, and behavioural intention. *Tourism Analysis*, 13, 545-564.
- Yong, G. A., & Pearce, S. (2013). A beginner's guide to factor analysis: Focusing on exploratory factor analysis. *Tutor Quant Methods Psychol*, 9, 79–94.